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GREENING'S BUD SELECTION

THE WEATHER

Always fair for
the grower of
Greening's Bud
Selected Trees.

SPECIAL EDITION

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MONROE, MICHIGAN, SATURDAY, MARCH 1, 1930

LATEST

For Progressive
Fruit Growers.

NEWS

"THE CARDS ARE ALL ON THE TABLE"

"No 'Inside Story' About Our Amazing Developments In Bud Selection"

By EDWARD G. GREENING

Monroe, Mich., Feb. 20—It is now 13 years since we began to make extensive practical experiments in Bud Selection. Our research has been carried on, not only here at the Greening Nurseries, but in the orchards of fruit growers over a considerable area. There have been no secrets in connection with our work. All of our cards have been on the table for the enlightenment and progress of the fruit growing industry. To our friends who have co-operated with us in this amazing development, we are indebted more than words can express. That they are now reaping the benefits of this co-operation in the marvelous improvement of their orchards, is a source of great gratification to us here at Greenings'.

As you may know, I was born and reared in the nursery business. If two boys were ever brought up by a "course of sprouts" it was my brother and myself. We literally learned the business on our knees, working among the plants during vacations and other spare time. The fact that we had inherited a love for growing things from our father and his father, who founded the nursery, made of our work a fascinating pastime, by which we earned money for hunting and fishing paraphernalia and many other things that are so necessary to the happiness of boys.

When I was still a small boy, my father began experiments in Bud Selection, and founded the nucleus of the present Greening Research Department. My own personal interest in this work was given great impetus in my college days at Cornell University where I specialized in plant breeding.

The theory upon which Bud Selection is founded is not new. For many years, scientists have claimed that plants could be propagated along lines of pure bred ancestry just as successfully as had been demonstrated in the animal kingdom. "Why insist upon pedigreed cows, hogs or horses, and be content with a scrub orchard," said they. The selected tree, like the selected animal, bred from high grade parent stock whose charac-

teristics were known and recorded, became in my mind an objective of amazing possibilities.

Considering the fact that in fruit growing there are certain cycles fixed by nature that make time an inescapable factor, we feel that the accomplishments of 13 years along these lines of tree development have been really remarkable. Our experimentation has been confined largely to peaches, apples, pears and cherries, and this year we are announcing a number of major improvements that are destined to add many thousands of dollars to the wealth of the fruit growing industry.

Many Varieties Improved By Bud Selection

We have a Northern Spy apple that bears early; a Jonathan that is much larger in size; a Baldwin that bears early and annually; a McIntosh with solid red color; a Fameuse which is a solid red Snow.

Among peaches, our Sun Glo, which is really a perfected South Haven, is the sensation of the year. We also have a new Elberta that we call the Aristocrat, which is much higher in color than the ordinary Elberta.

We have done some remarkable things with Montmorency cherries,

but have no more Bud Selected stock available until 1931. After that time we will have an early bearing strain that ripens with the early Richmond and also a late bearing strain ripening from 10 days to two weeks later than the regular Montmorency.

For the Bartlett pear, we have accomplished one outstanding market improvement through Bud Selection; the true Bartlett shape has been established.

These are just a few high lights that will give you some idea of the extent and importance of the work that is going on.

Bud Selection, for many years an established possibility in the minds of scientists, is no longer a theory but a proven fact of great potential value to fruit growers. Trees propagated by our scientific Bud Selection, are already bearing in the orchards of growers. In some instances, we have records of the second generation of our Bud Selected stock, and the results are all and more than we had anticipated.

In our offices, we maintain a series of books detailing the records of thousands of trees. These trees have been kept under careful observation for years. We do not depend upon one year records, for we must have definite assur-

ance that the desirable traits of these outstanding trees are permanently established. After we are assured beyond all doubt that a certain tree is superior to hundreds, or perhaps thousands, of the same variety that we have under observation, it is selected as a parent tree and from it are taken the buds for nursery propagation.

Leading Authorities Endorse Bud Selection

The theory of Bud Selection is so simple,—so completely in harmony with the laws of nature, that it is surprising to know that breeders of animals have progressed so much more rapidly in their work, than have breeders of plants. Now that all leading authorities have given their endorsement to Bud Selection, progress in the future will be very rapid indeed.

In the planting of trees, the investment of time is one of the most important considerations. An animal can be brought to maturity and ready for market in much less time than it requires for a tree to come into bearing. It is therefore doubly important that the inherited traits of the trees shall be established beyond question, for fine trees properly cared for will often serve not only one but two or more generations of owners.

As stated above, we are greatly indebted to the teaching profession in the scientific departments of our universities, for their encouragement and belief in Bud Selection; also to growers who have given every assistance and cooperation to our Research Department and field observers.

Among practical horticulturists, Luther Burbank was an ardent supporter of the Bud Selection theory. We not only had letters from him, one of which we quote on another page, but personal messages as well. His own marvelous experiments were largely successful because of his knowledge and use of the theory of Bud Selection.

As I said above, we have no secrets to withhold. All of the accumulated research of years, is at your service. Write us at any time about this work that we have taken so much pleasure in pioneering.



EDWARD G. GREENING



LUTHER BURBANK ENDORSES OUR WORK IN BUD SELECTION

It is always a pleasure to us, to make public acknowledgment of the encouraging messages and letters received from Luther Burbank during the early period of our experiments in Bud Selection work. The following is one of the letters that he was kind enough to write us:

Mr. Edward G. Greening,
Greening Nursery Company,
Monroe, Michigan.

Dear Sir:

The matter of Bud Selection is receiving a great deal of attention in California with the more progressive, intelligent and honest nurserymen. It is only a matter of education when all fruit growers will select their trees from a nursery which selects their buds with care and discretion.

Signed, LUTHER BURBANK.



BUD SELECTION GIVES WINGS To the Slow Processes of Evolution and Thereby Increases Profits

"Give us something unusual—something new," clamors the public, and the wise seller heeds the demand, whether his product be apples or automobiles. For only through a constantly improved type of merchandise, can he hope to succeed in the modern competitive market.

That is why we offer you Bud Selected trees, the products of which combine all of the new marketable qualities that make for increased profits.

Within a comparatively few years, we have been able to accomplish more in the development of new and better fruit types, than were produced through previous centuries of older experiments.

Bud Selection gives wings to the slow processes of evolution and we are proud to have been the pioneers in this great discovery that literally speeds up nature, and removes the element of uncertainty regarding fixed types and annual production.

NEW GREENING CATALOG

Will Soon be Ready for Mailing

Like the automobile manufacturers who have no yearly models, but only come out with a new car when some outstanding improvement is made, we only issue a new catalog when we have something of exceptional interest to tell to our patrons.

The catalog that is now on the press and almost ready for mailing is, we believe, the finest nursery catalog ever issued; finest from the standpoint of variety of merchandise offered, yet its greatest claim to excellence lies in the remarkable improvements that have been made through Bud Selection. This catalog explains these outstanding developments in detail, and illustrates them in faithful color reproductions.

We will be glad to receive your inquiry for a copy, which will be mailed from the first lot that we receive from the printer.

The Style Element in Food Merchandising

Fruit Growers Should Set the Pace

There is no use arguing with a style trend in food products,—any more than you would debate the popularity of a certain species of dog or a new development in clothes.

Now that fruit has assumed a major instead of a minor position among food products, you may rest assured that Mrs. Consumer will appraise each variety with the critical eye of a connoisseur, and only the best varieties will receive her approval.

You owe it to yourself to keep your orchards up-to-date by making replacements with the newest and finest trees that will produce the most salable fruit.

Here is an opportunity for progressive fruit growers to "set the style"—to anticipate the demand with better and more beautiful fruit, than the consumer has ever seen before.

THE FAMILIAR POTATO

Is a Perfect Example of Improvement Through Bud Selection

Luther Burbank, who brought about many of his most startling plant developments through Bud Selection, created his first sensation in the horticultural world with the Burbank potato. The potato will not come true to type from seeds—neither will fruit trees. As you probably know, the potato has been developed from a small wild tuber no larger than a walnut, to its present size, through Bud Selection.

The official statement of the United States Department of Agriculture at Washington, is to the effect that this Burbank potato is adding to the agricultural productivity of the country, an annual amount of 17 million dollars.

The same principles of Bud Selection that we are applying to the propagation of finer fruit trees, will produce proportionate profits to fruit growers. With the outstanding developments that we have been able to make in the last 13 years, and with the rapid increase in the popularity of fruit as food, the future holds much of brilliant promise for the fruit growing industry.

Our Bud Selected stock is the answer—let us show you the marvelous new Peaches, Apples, Pears and Cherries that we have ready to help you direct the trend of popular favor, toward the perfect products of your own orchards of tomorrow.

GREENING'S SUN-GLO PEACH

The Sensation Among All Varieties. Developed by Bud Selection

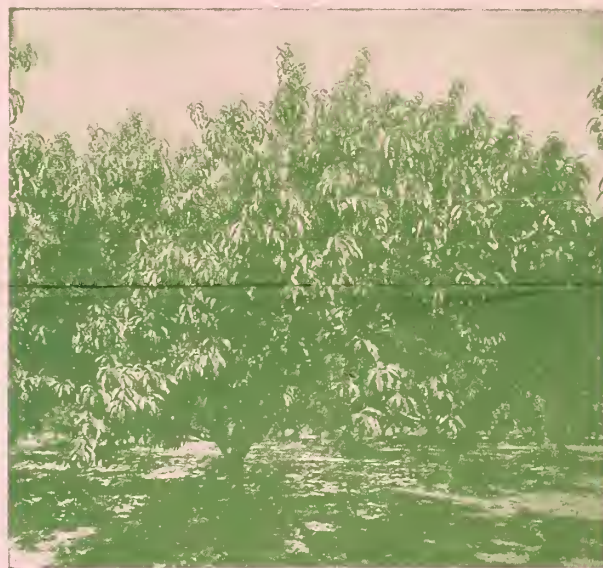
The many growers who have admired the South Haven will be interested to know that the Sun-Glo is in reality the South Haven at its best, with the slight faults that are common to the new variety completely eliminated. Like the South Haven it is a peach of marvelous flavor, exquisite coloring and luscious yellow meat, without red pit stains. The skin is firm, which is an excellent shipping quality.

Ripens Early

This peach ripens 10 days to two weeks ahead of the Elberta, while the price is still high. It winters exceptionally well, which makes it a sure bearer. Both for general market consumption, and as a canning peach, the Sun-Glo is bound to take first place. It has all of the requisites of sensational and continuous popularity.

The Sun-Glo variety is a Super-Selected South Haven, being propagated from South Haven Tree No. 20, A. G. Spencer & Son, Kibbie, Mich. This tree No. 20 is one of the first fifty-two coming from the first cutting of buds from the original South Haven tree, and located in a row forty feet north of the original.

In making this selection, vigor and growth of tree, production, size of fruit, and time of ripening were considered especially. According to these standards, with records running over a period of ten years,



THE "SUN-GLO" PARENT TREE

A Page From Our Record Book

SUN-GLO PEACH

South Haven Parent Tree
of Our Bud Selected Stock

Four years after planting
bore crop of 3 bushels.

Average size fruit 6.25
ounces (unusually large).

Ripens 10 to 18 days before
Elberta.

Better flavor.

Much harder.

As prolific as Elberta.

this tree has proven to be the best tree and superior to the original tree.

High Production Record

It has a higher production record, the fruit averages a little larger and it ripens at the right time. In making this selection we have maintained the desirable money-making characteristics of this wonderful variety and have not reproduced certain undesirable variations which have appeared.



High-Lights in Greening Bud Selection Announcement for 1930

APPLES—

An early bearing Northern Spy.

A large Jonathan.

An early, annual bearing Baldwin.

A solid red McIntosh.

A heavy yielding N. W. Greening.

Early bearing Rhode Island Greening.

Yellow Transparent — Changed from biennial to an annual.

Gallia Beauty—An improved Rome Beauty; far more colorful and prolific.

Fameuse—A solid red Snow.

Red Duchess—Brilliant red—without a stripe.

Grimes Golden—Much larger fruit.

Hyslop Crab Apple—Unusual size and prolific crop.

PEACHES—

Sun-Glo—A perfected South Haven.

Elberta Aristocrat—Exceptionally high color.

J. H. Hale—Early, annual, prolific bearing.

PEARS—

Bartlett—With the true Bartlett shape fixed.

CHERRIES—

Montmorency—Both late and early strains—larger cherries. No more of these cherry trees available in 1930. A limited supply for 1931.

We recently mailed you a folder of detailed information covering all of these new developments. If you have mislaid it, write us and we will gladly send you another copy.

The First Great Figure in Horticulture

His name was Asoka, an ancient King of Afghanistan who reigned from 264 to 227 B. C.

In H. G. Wells' "Six Greatest Figures in History," he names Asoka as one of them, because of his outstanding accomplishments in agriculture.

History relates that he organized a great digging of wells in India and the planting of trees for shade. He founded public gardens and encouraged the growing of medicinal herbs.

For eight and twenty years Asoka worked sanely for the real needs of men. Without the glamor of war and conquest, Asoka still achieved undying fame. The world does well to honor such men as Asoka.

ROY GIBSON Head of the Greening Research Department, is a Recognized Authority on Bud Selection



The above photograph shows Roy Gibson, head of Greening research, and Mr. Brooks D. Drain, employed by the Michigan Agricultural Experiment Station, who has spent two seasons checking our research work, in developing Bud-Selected stock at The Greening Nursery.

The rapidity with which our Bud Selection work has gone forward can be attributed largely to the unflagging industry and unusual ability of Roy Gibson, who heads the Research Department. Scientific men and practical growers unite in high praise of Mr. Gibson's work. A letter from Mr. Stanley Johnston, Superintendent of the Michigan State College, South Haven Experiment Station, reads as follows:

"I heartily agree with you in your opinion of Roy Gibson's work. I regard him very highly as a man and as an investigator. In the orchard, I believe he is the keenest observer I have ever met. I think that we should not overlook the fact that one of the most important features of his work is that he is holding varieties true to their original standards. I am convinced that random selection of buds will result in the propagation of degenerate types. If the prospective grower can be assured of getting our standard varieties exactly true to type and true to name, he should feel well satisfied."

Complete Records of Thousands of Trees

Thousands of trees are constantly under the observation of Mr. Gibson and his staff, and the records that are kept are so complete in every detail that a perfect history is available at any time. In all of these observations we are seeking the exceptional variations that can be perpetuated, and such facts can only be determined by the most careful observation year after year until the tree has proven beyond a doubt that the desirable traits are inherent and not a passing variation due to environment.

BUD SELECTION PREVENTS DETERIORATION

When you plant trees and wait a reasonable length of time for them to come into bearing, you should do so with every expectation of annually increasing profits until the tree has reached its maximum capacity. Deterioration; the arch enemy of orchards; waster of time; dissipater of profits, has been eliminated in our Bud Selected trees.

Substitute Knowledge for Uncertainty

With trees of proven ancestry you can substitute knowledge for uncertainty, just as a stock raiser does in his selection of pedigreed strains.

The fact that so much of our work has been done in the orchards of growers, accounts for their familiarity with our methods, and the many letters of commendation that we have received.

Mr. James Nicol, formerly head of the Michigan Farm Bureau, is a fruit grower of prominence. After observing the work of our Research Department he wrote us as follows:

"I have been very much interested in the research work done by your firm in this vicinity, in selecting buds from trees that to my knowledge you have carefully kept records of growth and production during the past fourteen years.

"In using buds only from productive trees that make good, growth and trees true to variety, in my mind is a wonderful advantage to the grower.

"I certainly, when purchasing Nursery Stock, insist on knowing where buds were secured and how."

WHAT NEXT?

Music in the Orchards—Maybe!

At the dairy of the Detroit Creamery Company, a splendid herd of Holsteins are regaled with music from a Radiola and ten conveniently placed loud speakers. Dairymen believe that the music makes the cows give more milk, and these bovine aristocrats are said to show preferences for wind instruments, slow music, waltzes and the human voice.

One of our humorous minded fruit grower friends says, that some of the music coming over his radio would bring a noticeable blush to the cheek of a Sun-Glo Peach, and he thinks he will try it in his orchard. And that would be "SOME BLUSH," said he—considering the gorgeous natural color of these new Sun-Glos.

Heredity Tells Some Strange Tales That Are of the Utmost Significance to the Fruit Grower

A few weeks ago in Auburn, New York, a mother took the witness stand in an effort to save the life of her son who was being tried for murder. She told the story of a mental taint that had cursed three generations of her husband's family, causing fits of uncontrollable temper. Her boy was helpless in the clutches of this terrible heredity, pleaded his mother, and all her gentleness and care during his childhood were unable to overcome it. This is only one instance of thousands of tragedies that point to the overwhelming power of heredity in all forms of life.

Scientists have long ago proved the theory of a common descent for all living things. Bud Selection is a recognition of this theory put upon a practical working basis for the improvement of vegetable forms of life.

By carefully selected parentage we have been able to fix and perpetuate certain outstanding traits in fruits and other plants, the value of which only the future can give a complete estimate. Millions of dollars will be added to the fruit growers profits, and the consumer will enjoy fruit of such size, beauty and flavor as was never seen before.

The Early Bird

"I reckon," said the farmer, "that I get up earlier than anybody in the neighborhood. I am always up before 3 o'clock in the morning."

The second farmer said he was always up before then and had part of the chores done.

The first farmer thought he was a liar and decided to find out.

A few mornings after he got up at 2 o'clock and went to his neighbor's house.

He rapped on the back door and the woman of the house opened it. "Where is your husband?" asked the farmer, expecting to find his neighbor in bed.

"He was around here early in the morning," answered his wife, "but I don't know where he is now."



James Newman

Horticultural Crops & Diseases,
Bureau of Plant Industry,
U. S. Dept. of Agriculture,
Washington, D. C.

GREENING'S BUD SELECTION

Saturday, March 1, 1930

Leading Authority of the United States Department of Ag- riculture Endorses Bud Selection

Some time ago we received a letter from Professor A. D. Shamel, Physiologist of the United States Department of Agriculture, Bureau of Plant Industry, which reads in part as follows:

"Our experience is directly confirmatory of yours, and we have much additional evidence, both scientific and commercial, as to the fundamental importance of Bud Selection. For example, in a survey of one large commercial peach orchard in Central California last Summer, we found eighteen very striking limb sports in the trees of our leading canning varieties. Equally marked limb sports were found last Summer in Bartlett pear trees, French Prune trees and Apricot trees."

Citrus Growing Proves Importance of Bud Selection

"Our Citrus work has proved beyond all question, the vital importance of Bud Selection in the propagation of the Citrus. I am very happy to find additional proof that the same principle applies in the propagation of deciduous fruits. I feel sure that none of us realize as yet the full possibilities of this work."

This letter is still further evidence of the unqualified endorsement that is being given Bud Selection by the best authorities. In these days of keen competition, ordinary fruit trees are not good enough for the intelligent, progressive grower. They are certainly not good enough for the nurseryman who is ambitious to deliver to his patrons the best profit producing trees.



Responsibility That "Follows Through"— Because We have Confidence in Our Trees

If we ourselves did not have every confidence in our trees, the manner in which they are propagated, grown, stored and shipped, we could not offer our double guarantee, which reads as follows:

First—We unqualifiedly guarantee all stock to be true to name.

Second—We guarantee all stock to have been properly packed, and we also guarantee safe delivery to you. If for reasons beyond our

control, such as delays in transportation etc., or if through error any stock should prove untrue, The Greening Nursery Company will, without condition, replace the stock or refund the purchase price.

There are of course conditions of planting, weather, or environment that may affect the future of plantings. Over these conditions we have no control, but we do assume full responsibility for all conditions set forth in our double guarantee.

Emergency Measures

Two skunks were being pursued by a bear. As they ran headlong one of them said, "Brother, the bear is gaining upon us. Let us run faster!"

With each leap they made, the bear seemed to increase his speed. "Brother," said the skunk again, "the bear is almost upon us."

Said the other skunk, "Let us spray!"

The Greening Nursery Co.,
Monroe, Michigan.

Gentlemen:

We have used over two thousand of your apple trees in the last twenty years and more than pleased with their performance. The Greening Nursery Company will, without condition, replace the stock or refund the purchase price. There are of course conditions of planting, weather, or environment that may affect the future of plantings. Over these conditions we have no control, but we do assume full responsibility for all conditions set forth in our double guarantee.

Five years ago last Spring we planted 50 of your Super-Selected Baldwin-Spencer strain. We knew what you were doing along this line and expected a lot from them, but were agreeably surprised when a large per cent of them blossomed this year and set a nice lot of apples.

These trees made a remarkable growth so even and thrifty with fine shaped heads and the fruit on them now is of such uniform size and shape and such high color, that we want to pass the word along to anyone that plans to set a Baldwin orchard.

We also planted one hundred super-selected Northern Spy trees, six years ago last Spring that now show a nice scattering of fruits, some six to eight highly colored fine shaped specimens to the tree. We feel confident that at nine to ten years of age they will be bearing profitable crops.

Signed,
Very sincerely yours,
FARLEY BROTHERS,
Albion, Michigan.



Farley Brothers and Baldwin Tree No. 5 Which Bore at 5 Years of Age.

The Farley Brothers of Albion, Michigan, are well known as successful fruit growers. If you are interested in what the Farley Brothers have done, it would pay you to call at their orchard. If you should make this call, you will find Tree No. 5, which has made the showing described above. Our Super-Selected Baldwins, Bud-Selected, are true to type and far superior with bright red color, and you will make no mistake in purchasing them. You will find Farley Brothers glad to answer any letter of inquiry you might wish to write.